

Kartik Krishnan

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A Sales & Marketing Professional with a 17+ years of experience in:

- ➔ Retail Channel Sales
- ➔ Market Activation- Planning and Implementation.
- ➔ Automotive Components Sale
- ➔ Value Based Sales
- ➔ Strategic Account Management
- ➔ Market Strategy – Short & Long Term
- ➔ Vehicle Sales
- ➔ New Products/ Services Adaptability

Professional Summary:

Organisation	Timeline	Role & Location	Key Deliverables
TATA Motors Ltd	01.05.2018 to 13.05.2020	DGM- M&HCV Trucks Sales, Cochin	<ul style="list-style-type: none">➤ Grow volumes and market share in the retail as well as the strategic accounts.➤ Micro – market/ application wise sales and service activations.➤ New & Existing product promotion, stakeholder engagement, value based sales.➤ Strategize for short term and long term.➤ Channel Partner profitability of product line.
	01.04.2017 to 30.04.2018	DGM – Key Account Sales, Bengaluru	<ul style="list-style-type: none">➤ Grow & penetrate the SOB at Key Accounts of Karnataka.➤ To add new Key Accounts into TATA Motors fold➤ Value based, after sales support based sales
	01.04.2016 to 30.03.2017	Area Manager – Karnataka 2, Bengaluru	<ul style="list-style-type: none">➤ To grow volumes & market share of all the commercial vehicle ranges in Bengaluru, Malnad & Coastal Karnataka.➤ Ensure dealer's profitability.
	03.08.2013 to 31.03.2016	Area Manager – Andhra Pradesh, Hyderabad	<ul style="list-style-type: none">➤ To grow volume & market share of all the commercial vehicle ranges in Rayalseema and South Coastal Andhra Pradesh
	27.04.2012 to 02.08.2013	Regional Parts Manager – Service Network (South), Bengaluru	<ul style="list-style-type: none">➤ To ensure the right quantity & right range of spare parts planning & stocking at workshops.➤ Enhance the ROI for the parts business.➤ Uninterrupted supply of spare parts to State Transport Units.
	01.05.2011 to 26.04.2012	Product Manager – Spare Parts, Thane	<ul style="list-style-type: none">➤ National responsibility of sales, product introductions, pricing, market activations, top line and bottom line of assigned set of products.➤ New product and packaging introduction.➤ Additional responsibility of developing program for Key Accounts and introducing Accessories for the commercial vehicles.
	14.05.2008 to 30.04.2011	Area Parts Manager, Ahmedabad	<ul style="list-style-type: none">➤ To promote the TATA Genuine Parts in the retail markets, the authorised workshops and Government agencies.

	23.05.2007 to 13.05.2008	Area Parts Manager, Vijayawada	<ul style="list-style-type: none"> ➤ To work on enhancement of SOB and visibility at retail counters. ➤ To generate a pull from the end users. ➤ High level of market activations.
	02.01.2007 to 22.05.2007	Area Parts Manager, New Delhi	
SKF India Ltd	21.10.2004 to 28.12.2006	Key Account Manager, Bengaluru	<ul style="list-style-type: none"> ➤ Promote SKF's offerings to OEMs in Karnataka & Kerala. ➤ Enhance SOB at allocated OEMs.
Pricol Limited	16.02.2004 to 20.10.2004	Engineer – Customer Care, Coimbatore	<ul style="list-style-type: none"> ➤ To provide End to End Solution to assigned customer which was Mahindra & Mahindra. ➤ Responsible for entire cycle of product deliveries, QA, NPD.
The Times of India	14.03.2003 to 11.02.2004	Officer – Response, Bengaluru	<ul style="list-style-type: none"> ➤ Generation of advertising revenues and volumes for the language publication.

Key Achievements:

Organisation	Profile	Key Achievements
TATA Motors Ltd	DGM- M&HCV Truck Sales	<ul style="list-style-type: none"> ✓ Successful turnaround with a market share growth of delta 4.4% post taking charge. This was a massive bounce back for TATA Motors as they were de-growing for the last 7 years. ✓ Focussed application and geography activations, ensured entry into pockets with minimal presence of our vehicles. ✓ "Prima Champion" for 2 quarters in 2019-20. ✓ Success in GTME project, with a growth of 10% delta market share in assigned additional territory for 5 months in 2018-19.
	DGM – Key Accounts	<ul style="list-style-type: none"> ✓ Increase of SOB from 68% to 84% among the Key Accounts. ✓ Success in adding Core-Competition customers into our fold. ✓ Winner of the prestigious "Star Constellation Award" for Q3 in 2017-18.
	Area Manager – Karnataka 2	<ul style="list-style-type: none"> ✓ Success in growing market share by working on markets with lower presence for all the products in the commercial vehicles fold. ✓ Success in working with dealer's profitability enhancement and better deployment of resources.
	Area Manager – Andhra Pradesh 3	<ul style="list-style-type: none"> ✓ Success in enhancing the increase in sales & market share across product lines in the commercial vehicles fold.
	Regional Parts Manager (Service Network), South	<ul style="list-style-type: none"> ✓ Success in enhancing the range of parts stocked at workshops, based on consumption. ✓ Significant jump in business with the State Road Transport Units. ✓ Reduction of VORs by 40% thus enhancing workshops improvement on ROI.
	Product Manager, Spare Parts	<ul style="list-style-type: none"> ✓ Best performing product line for the year. ✓ Highest Top Line and Bottom Line contribution. ✓ De-risked the entire product group's skew towards one product line and ensured sales distribution evenly.

		<ul style="list-style-type: none"> ✓ Introduced new products and product mix with competitive market pricing & activations. ✓ Initiated the accessories business and Key Account Program for commercial vehicles.
	Area Parts Manager, Gujarat, Andhra & Delhi (respectively)	<ul style="list-style-type: none"> ✓ Growth of 30% of sales through retail channel in Gujarat. ✓ Record sale of a particular unique product after exploring an opportunity other than the existing network. ✓ Set up and operationalised a new distributor in Andhra Pradesh, and made them the fastest growing new distributor in the TATA Motors family. ✓ Worked upon enhancing the sales of the new distributor appointed in Delhi.
SKF India Limited	Key Account Manager	<ul style="list-style-type: none"> ✓ Increased SOB at major accounts successfully. ✓ Addition of OEMs into our fold.
Pricol Limited	Engineer – CCM	<ul style="list-style-type: none"> ✓ More than doubled the business with Mahindra & Mahindra, which was the assigned account.
The Times of India	Officer – Response	<ul style="list-style-type: none"> ✓ Increased advertising revenue for the language publications (Maharashtra Times, Navbharat Times & Sandhya Times) from 2 crs to 20 crs within a very short span.

Educational Qualifications:

Post Graduate Diploma in Business Administration (Marketing) – 2001-2003

SDM Institute for Management Development, Mysore

Bachelor in Engineering (Mechanical) – 1996-2000

BIET, Davangere – Kuvempu University

Post Graduate Certificate Program in International Business – 2010 (6 months distance course)

IIFT, Delhi

Personal Profile:

Date of Birth: 20th September, 1977.

Permanent Address: A1/237, #42, Sumadhura Mathrushree Residency, Thindlu Main Road, Bangalore - 560097.

Languages Known: English, Hindi, Kannada and Telugu.

Activities that interest me: Reading Books, Go-Karting and Visiting various locations.